

# MARKETING (MKT) CPSO

# Course numbers with the # symbol included (e.g. #400) have not been taught in the last 3 years.

## MKT 510 - Principles of Marketing

**Credits:** 4

Marketing is the process of planning and executing the conception, pricing, promotion, and distribution of goods and services to maintain relationships that satisfy organizational and individual needs and wants. The course introduces students to terminology, functions, institutions, philosophy, consumer behavior, market decision-making and public policy issues. The course will provide students with the basic framework to understand the role and scope of marketing in the business environment.

**Attributes:** Writing Intensive Course

**Equivalent(s):** MGMT 514G, MKTG 514G

**Grade Mode:** Letter Grading

## MKT 517 - Consumer Behavior

**Credits:** 4

This course focuses on consumer behavior in a variety of contexts. Understanding the decision process, attitude, and behavior of buyers is essential to developing marketing plans in today's competitive marketplace; sophisticated customer relationship management approaches are dependent upon knowing the customer. Students consider the major theoretical approaches to consumer behavior and examine how the concepts of affect and cognition, behavior, learning, and the environment can be used to design and maintain an effective marketing strategy. The course also offers students an opportunity to gain a better understanding of their own buying behavior. NOTE: PSY 410 and SOCI 410 are recommended.

**Prerequisite(s):** MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

**Equivalent(s):** MKTG 617G

**Grade Mode:** Letter Grading

## MKT 523 - Introduction to Professional Sales

**Credits:** 4

This course presents students with current knowledge, data, and skills that are applicable in today's competitive business environments. The course provides students with an in-depth awareness of the sales discovery and presentation process within the professional selling environment. Students may demonstrate their persuasive skills in the context of a hypothetical job interview.

**Equivalent(s):** MKTG 523G

**Grade Mode:** Letter Grading

## MKT 525 - Presentation Excellence in Sales

**Credits:** 4

This hands-on, highly interactive course prepares students to effectively develop, organize, present, support, and close a powerful program and presentation with confidence and conviction. The focus draws upon listening skill sets, oratory, personal communication social styles, and persuasive/informative techniques that result in the presenter engaging the audience. The course helps students to build competence and confidence through feedback and practice. The course prepares students to deliver persuasive and informative presentations that promote a specific outcome.

**Equivalent(s):** MKTG 525G

**Grade Mode:** Letter Grading

## MKT 600 - Social Media Marketing

**Credits:** 4

This course is designed to build students' social media marketing, advertising, and communication skills by utilizing projects that give students hands-on experience implementing social media marketing strategies. The focus of this course will be understanding social media, developing social media marketing strategies, and tracking their effectiveness in an effort to maximize marketing efforts for businesses. It is expected that students have a basic understanding of various social media platforms. This course is NOT about how to use social media; rather it looks at how we can use social media for marketing efforts. NOTE: MKT 510 is recommended.

**Attributes:** Writing Intensive Course

**Equivalent(s):** MKTG 520G

**Grade Mode:** Letter Grading

## MKT 610 - Marketing Hospitality Organizations

**Credits:** 4

This course provides a comprehensive overview of the role of marketing in the hotel, restaurant, and travel industries. Students in this course may use case studies and real-world events to explore the theories, principles, and application of both traditional and digital forms of marketing to select groups. This is an experiential course that may include assignments such as the creation of a marketing plan, advertising campaign or social media strategies for a partner organization. The focus of this course centers on the planning, implementation, and evaluating of marketing plans, strategies, budgets, and campaigns.

**Prerequisite(s):** MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

**Equivalent(s):** MKTG 610G

**Grade Mode:** Letter Grading

## MKT 612 - Agile Marketing

**Credits:** 4

Marketing plays a fundamental role within an organization, yet in many organizations, marketing is siloed from other business units, teams, or departments. A successful marketing department must strategically place themselves into the business with innovation and adaptivity. This course may explore agile marketing techniques including outcomes, continuous improvement, and customer needs.

**Prerequisite(s):** MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

**Equivalent(s):** MKTG 612G

**Grade Mode:** Letter Grading

## MKT 615 - Digital Storytelling and Brand Management

**Credits:** 4

This course introduces the role and philosophy of brand management in the strategic marketing process and the resulting effects on strategic and marketing decisions. Students learn to identify and establish brand positioning and values, design branding strategies, and grow and sustain brand equity. Topics may include the strategic brand building process, segmentation and positioning for building brands, consumer behavior, brand information systems, building brand equity, and the application of brand management using marketing principles. Students explore the critical role of brand management in successful marketing strategies.

**Prerequisite(s):** (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D- or MKT 612 with a minimum grade of D- or MKTG 612G with a minimum grade of D-) and (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-).

**Equivalent(s):** MKTG 615G

**Grade Mode:** Letter Grading

**MKT 618 - Sales Management**

**Credits:** 4

This course focuses on the strategic and tactical aspects of selling and sales force management. The course develops an analytical understanding of the concepts, tools, and techniques of sales management, using real-world marketing problems. Students will apply the principles of personal selling, relationship building, salesforce prospecting, and sales call planning in a simulated sales management environment. Issues concerning international sales, social responsibility, and ethical considerations as they relate to sales management may be addressed.

**Prerequisite(s):** (MGMT 410 with a minimum grade of D- or MGMT 500G with a minimum grade of D-) and (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-).

**Equivalent(s):** MGMT 618G, MKTG 618G

**Grade Mode:** Letter Grading

**MKT 645 - Marketing Research**

**Credits:** 4

In this course, students explore the theories and techniques of planning, conducting, analyzing, and presenting market studies. Students may discuss ethical dimensions, emerging trends, and new skills associated with marketing research and how secondary data fit into the research process. Students may examine different methodologies with emphasis on primary research, including questionnaire design. The course addresses the growing role that technology plays in predicting marketing trends, addressing marketing problems, and the development of new products and services.

**Prerequisite(s):** MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

**Equivalent(s):** MKTG 515G

**Grade Mode:** Letter Grading

**MKT 705 - Marketing for Nonprofits**

**Credits:** 4

The course explores the use of traditional and nontraditional channels to promote nonprofits to an array of actual and potential audiences for a variety of purposes. Most nonprofit organizations must be visible to the public in order to fulfill their missions. Thus, nonprofit leaders must know how to promote their organizations to current and potential supporters, the broader public, and the mass media. Topics may include program and organizational branding, targeting respective audiences, preparing materials for greatest effect, and applying social media as appropriate.

**Equivalent(s):** MKTG 605G

**Grade Mode:** Letter Grading

**MKT 720 - Digital Advertising**

**Credits:** 4

Digital technologies have become an integral component of daily life for many organizations and consumers. This class will provide the student with the theoretical understanding of the internet marketplace necessary to adapt to its many changes, while also equipping the student with the skills needed to perform vital daily functions. The course may cover a wide spectrum of topics, including (but not limited to) marketing strategic approaches on the internet, analytics, online reputation management (ORM), digital positioning and branding, email marketing, paid search marketing, and integrated communications on digital media.

**Prerequisite(s):** (MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-) and (MKT 517 with a minimum grade of D- or MKTG 617G with a minimum grade of D-).

**Equivalent(s):** MKTG 620G

**Grade Mode:** Letter Grading

**MKT 723 - Marketing Design and Usability**

**Credits:** 4

In the field of marketing, creating intuitive market interfaces (website, mobile applications, and e-commerce) is imperative for consumer engagement and retention. This course will explore web design, user interface (UI), user experience (UX), and experiential design principles within the context of digital marketing. Successful design leads to data-driven results. Students may have the opportunity to analyze universal web standards, design fundamentals, interface, usability, and design issues to enhance search engine optimization (SEO) and search engine marketing (SEM).

**Prerequisite(s):** MKT 510 with a minimum grade of D- or MKTG 514G with a minimum grade of D-.

**Equivalent(s):** MKTG 623G

**Grade Mode:** Letter Grading